

Auburn Endurance Capital Committee Meeting Minutes

Date: Oct. 2, 2012

Time: 10:00 a.m.

Location: City Hall

Present: Cynci Calvin, Lisa Kodl, Bob A. Miller, Steve Holden, Colleen Conley, Harvey Roper, Bob Snyder

Guests - Jan Decker (Placer Co. Visitors Center)

Minutes:

- Minutes from September 11, 2012 meeting approved.

Public Comment:

Harvey reported on details about Industry Auburn

- Friday, October 12, 8 am to 2 pm (Expo from 11 am to 2 pm).
- Includes tours of the airport and an Expo
- Promotes Auburn as a place to do business
- ECC presence requested by Bridgette Powers (916/835-4565)
- Steve Holden, Bob Miler, Colleen Conley agreed to be there.
- Postcards, stickers, posters, banners

Bob Snyder: signage and directions to Placer Co. Visitor's Center needs to be better.

- Jan Decker reported that he is bringing in the signs that were previously used at intersections.
- Damaged sign between Newcastle and Auburn will be repaired.
- Bob Snyder said he will contact the Auburn Public Works Department about this.
- Cal Trans charges \$4500 per sign.

Event News

- ARD Scramble on Sept. 29 at Auburn Regional Park
 - 60+ entrants; low key; positive feedback; good time had by all
 - Lisa Kodl and Jim Northey both helped out
 - Event can grow; parent/kid teams next year.
- Jim Northey's "Mountain Man" Triathlon (horse ride, run, mtn. bike): Sept. 13, 2013
- Amgen Tour of California stage on March 31, 2013: still no news.

Facebook Page

- Lisa to post photos from ARD Scramble on Facebook page
- <http://www.facebook.com/AuburnEnduranceCapital>
- Committee members are encouraged to make posts.

AECW Website

- Committee agreed that Steve should proceed with investigating options for rebuilding the website.
 - Bob Miller is getting a proposal from the company he works with.
 - Check <http://www.accedo.com> and look at "portfolio" to see range of the sites they have done.

- Cynci will explore some other companies.
- Bob Snyder reminded us all that the website needs to be a priority and needs to be smart phone compatible, since this has all become such an important communication tool.
- Agreed that we need to change URL tag from .com to .org.

Endurance Capital “Auburn Style” Postcards for Visitors Center

- Cynci will check on getting postcards in time for Industry Auburn.
- **The motion** made by Harvey and seconded by Lisa to approve the text and layout on the reverse side of the postcards (see below) was **unanimously approved**.

Visitor’s Center Trophy Cases Update

- Harvey waiting for news from Kathy Perry (Tevis) and Greg Soderlund (WSER) about a cabinet maker who is on the Tevis board.
- Visitor’s Center will be participating in the Auburn Wine Festival, Sept. 13.

New Business

- Expand the “Shop Endurance” section on the ECW website – need to outreach to local businesses.
- Be linked to the Auburn App.
- Add a “Why I live here” testimonial section.

Meeting adjourned at 11:15 a.m.

Next Meeting: Tuesday, Oct. 23, 2012, 10 a.m., Auburn City Hall

